

Michigan Occupant Protection Action Plan 2013-2016

Accomplishments 2013-2014



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Disclaimer Statement

This document has been prepared by the members of the Occupant Protection Action Team. It is considered a living document, and is a compilation of activities and initiatives to address occupant protection in the state of Michigan.

The Action Team is part of a network of ad hoc committees comprised of local, state, federal, and private partners, working in collaboration with the Governor's Traffic Safety Advisory Commission (GTSAC) to identify traffic safety challenges and comprehensive solutions. The result of these efforts will support achievement of the mission, vision, and goals identified in the State's Strategic Highway Safety Plan (SHSP). While the strategies identified in the State's SHSP have been approved by the GTSAC, the activities and initiatives identified in this Action Plan, as well as any opinions or conclusions expressed, are those of the individual Action Team member agencies and not necessarily those of the GTSAC.

Introduction

Wearing a seat belt is the single best way any motorist or occupant can protect himself or herself in a crash, yet in 2013 in Michigan, 229 unrestrained occupants were killed or seriously injured in crashes. If those occupants had chosen to wear a seat belt, they would have increased their chance of survival by 45 percent and properly used car seats reduce the risk of death by 71 percent for infants, and by 54 percent for children ages one to four.

Michigan's primary seat belt law has led to a consistent seat belt use rate well over 90 percent, yet seat belt use for back seat passengers is unknown. In 2013, 25 unrestrained back seat passengers were killed, and 12 of those people were ejected from the vehicle.

Children in Michigan are required by law to be properly restrained in a car seat or booster seat until they are eight years old or 4'9", but less than 50 percent of children ages four to seven years old are riding in booster seats. The vast majority of children birth to three years old is riding in car seats, yet misuse of car seats occurs more than 70 percent of the time.

Goals

The Action Team has set the following goals for occupant protection:

- Increase seat belt use for all motorists and front seat passengers from 93.6 percent in 2012 to 98 percent by 2016.
- Increase booster seat use for children ages four to seven by 14 percent from 43.9 in 2011 to 49.9 by 2016.
- Reduce car seat misuse by 16 percent from 73.9 percent in 2011 to 61.9 by 2016.
- Reduce unrestrained fatalities by 34 percent from 229 in 2012 to 150 by 2016.
- Reduce fatalities and serious injuries to children under age eight by 35 percent from 124 in 2012 to 81 by 2016.

Strategies

Continue high visibility enforcement

Objective #1

Continue utilizing tactics, which have been proven to increase seat belt use and reduce severe injuries and fatalities in crashes. These include high visibility seat belt zone and roving patrol enforcement during *Click It or Ticket* and *Drive Sober or Get Pulled Over* efforts. Seat belt enforcement is also conducted during impaired driving enforcement efforts.

Ongoing Activities:

Conduct high visibility seatbelt and car seat enforcement, to include *Click It or Ticket*, *Drive Sober or Get Pulled Over*, and other enforcement efforts annually. These efforts are concentrated in counties with high unbelted and impaired driving crash fatalities and serious injuries. Counties are selected based on crash data, agency participation, and regional distribution of overtime funds.

Lead Agency: Office of Highway Safety Planning (OHSP)

Contact Name: Pat Eliason

OHSP coordinated seat belt and impaired driving enforcement and education during March, May, July, and August 2014.

Support public information and education campaigns

Objective #2

Increase the availability of up-to-date occupant protection information for all passengers including children.

Short-Term Activities:

Actively seek out and train CPS technicians in every county in Michigan.

Lead Agency: OHSP, Child Passenger Safety (CPS) Instructors, Safe Kids Michigan

Contact Name: Alyson Kechkaylo, Jennifer Shea, Lew Moquin, and Laura Rowen

Eighty-one of Michigan's 83 counties now have CPS technicians after a technician was trained in Lake County and Keweenaw County.

Compile a list of activities surrounding CPS Week (September) and make available on social media sites.

Lead Agency: OHSP, Safe Kids Michigan

Contact Name: Alyson Kechkaylo and Laura Rowen

The list was compiled and posted to the OHSP web site.

Engage partner agencies including Safe Kids chapters, dealerships, OHSP grant-funded law enforcement agencies, and the Michigan State Police (MSP) to promote CPS week via social media outlets.

Lead Agency: OHSP

Contact Name: Alyson Kechkaylo and Melody Kindraka

During CPS Week 2014, OHSP, Safe Kids Worldwide, Safe Kids Metro Detroit and General Motors collaborated to host a press conference and car seat event. This was the national press event for Safe Kids Worldwide to kick off CPS Week.

Increase education efforts for parents and caregivers of children 4'9" and under about the importance of booster seat use.

Lead Agency: OHSP, Safe Kids Michigan

Contact Name: Alyson Kechkaylo and Laura Rowen

Flyers, brochures, and posters continued to be made available through the OHSP warehouse.

Publicize Occupant Protection Action Plan to media outlets.

Lead Agency: OHSP

Contact Name: Melody Kindraka

Mid-Term Activities:

Suggest expanding outreach to nontraditional outlets such as point of sale locations, retailer outlets, sports arenas, fitness centers, dealerships, and colleges and universities.

Lead Agency: OHSP

Contact Name: Melody Kindraka

Football themed Click It or Ticket banners were shipped to all Michigan High School Athletic Association schools (750 total) in advance of high school football season with instructions to hang the banners in or around football fields reminding students and fans to buckle up.

Expand communication to caregivers of school-aged children through channels including schools, community organizations, state aid agencies, driver training centers, and senior citizen organizations.

Lead Agency: OHSP, Safe Kids Michigan

Contact Name: Alyson Kechkaylo, Melody Kindraka, and Laura Rowen

Update and make available a standardized curriculum on child passenger safety for law enforcement officers. Create an on-line, and/or role call video with this information for law enforcement agencies.

Lead Agency: OHSP

Contact Name: Alyson Kechkaylo and Melody Kindraka

Long-Term Activities:

Increase on-line information for child passenger safety (such as car seat check locations) in a comprehensive Safe Kids Michigan Web site.

Lead Agency: Michigan Department of Community Health (MDCH) Safe Kids Michigan

Contact Name: Laura Rowen

On-going Activities:

Earned and paid media campaigns will continue during *Click It or Ticket*, *Drive Sober or Get Pulled Over*, and CPS week. These efforts include concentrated seat belt enforcement, and secondary seat belt enforcement during impaired driving campaigns.

Lead Agency: OHSP

Contact Name: Melody Kindraka

Paid media, press conferences and other earned media tactics were used to promote the campaigns in March, May, July, August, and September.

Continue to fund courses for new CPS technicians, technician renewal courses, and continuing education courses.

Lead Agency: OHSP

Contact Name: Alyson Kechkaylo

New technicians were trained and continuing education courses were offered to those certified through grant-funded courses. During seven classes utilizing the new National Highway Traffic Safety Administration curriculum, 110 new technicians were certified. Three continuing education courses were offered with 167 technicians working toward recertification. Eleven former technicians were recertified in one renewal course.

Continue to provide free traffic safety resource materials.

Lead Agency: OHSP, American Automobile Association Michigan (AAA)

Contact Name: Alyson Kechkaylo and Jack Peet

Flyers, brochures, and posters continued to be made available through the OHSP warehouse.

Partner agencies will continue to support *Strive For a Safer Drive*, a peer-to-peer traffic safety program for Michigan high school students.

Lead Agency: OHSP, AAA, Ford Driving Skills for Life

Contact Name: Alyson Kechkaylo, Jack Peet, Linda Fech, and Nolan Katerburg

This year's Strive for a Safer Drive program successfully engaged 43 schools in 15 counties to participate. Each school received \$2,000 from AAA Michigan for students to create traffic safety campaigns.

The program concluded with two days of hands-on driving events at the Ford Dearborn Development Center with 350 teens from 24 schools participating.

Provide recommendations related to occupant protection legislation

Objective #3

Focus policy efforts on passing a seat belt law requiring seat belt use in all seating positions and enhancing CPS laws to reflect best practices.

Short Term Activities:

Adjust annual seat belt observation studies to include observed seat belt use for all back seat passengers.

Lead Agency: OHSP

Contact Name: Charlotte Kilvington

An inquiry was made but it was not deemed possible to get an accurate observation in the back seat due to window tinting and other barriers.

Compile and distribute data to support proposed legislative changes including back seat fatal and serious injury data of unbelted occupants, including unbelted ejected occupants as well as injury data for unrestrained or improperly restrained children.

Lead Agency: University of Michigan Transportation Research Institute (UMTRI), Occupant Protection Action Team members

Contact Name: Alicia Sledge, Jennifer Shea, and Alyson Kechkaylo

Garner support for proposed legislative changes from law enforcement leadership organizations, Safe Kids chapters, the medical community, insurance companies, and other stakeholders.

Lead Agency: Occupant Protection Action Team

Contact Name: The team will work to identify an appropriate lead person for this activity.

An Ad-Hoc committee was formed to look into possible ideas to present to the Michigan State Police legislative liaisons.

Mid-Term Activities:

Identify legislators who will introduce and support a primary seat belt law for every occupant.

Lead Agency: MSP, Michigan Sheriff's Association (MSA), Michigan Association of Chiefs of Police (MACP), Michigan Health and Hospital Association (MHA), Lew Moquin

Contact Name: The team will work to identify an appropriate lead person for this activity.

Long-Term Activities:

Propose and support legislation requiring all seating positions to wear a seat belt, and remove clauses for migrant workers, pick-up trucks, and others that allow for more passengers than vehicle belts.

Lead Agency: MSP, MSA, MACP, MHA, Lew Moquin

Contact Name: The team will work to identify an appropriate lead person for this activity.

Propose and support legislation requiring up-to-date CPS education and seat check locations to be provided at hospitals and emergency departments for children prior to discharge.

Lead Agency: MSP, MSA, MACP, MHA, Lew Moquin

Contact Name: The team will work to identify an appropriate lead person for this activity.

An Ad-Hoc committee was formed to look into possible ideas to present to the Michigan State Police legislative liaisons.

Propose and support legislation strengthening child passenger safety laws to reflect current research-based recommendations including requiring children to ride rear facing until they are two years old, use booster seats until they are 4'9", and ride in the back seat until they are 13 years old.

Lead Agency: MSP, MSA, MACP, MHA, Lew Moquin

Contact Name: The team will work to identify an appropriate lead person for this activity.

Implement Michigan's current Child Passenger Safety Strategic Plan

Objective #4

Continue efforts surrounding CPS including training for technicians, and recommendations to continue to improve education to families throughout the state.

Short-Term Activities:

Create and implement law enforcement child passenger training to increase knowledge of proper seat use when engaging with the community.

Lead Agency: OHSP and the Michigan CPS technician and instructor network

Contact Name: Alyson Kechkaylo

Increase technician recertification percentage to consistently remain at 60 percent from 2013-2016.

Lead Agency: OHSP and the Michigan CPS technician and instructor network

Contact Name: Alyson Kechkaylo, Jennifer Shea, and Lew Moquin

Long-Term Activities:

Gather information for a potential pilot program between law enforcement and Safe Kids coalitions which would develop a program to refer parents to a car seat distribution/education site in exchange for paying a ticket; beginning with one county.

Lead Agency: Local county magistrate and local Safe Kids coalitions

Contact Name: Alyson Kechkaylo, Jennifer Shea, Laura Rowen, Jennifer Hoekstra

On-going Activities:

Continue to offer training for CPS instructors and technicians.

Lead Agency: OHSP

Contact Name: Alyson Kechkaylo

New technicians were trained and continuing education courses were offered to those certified through grant-funded courses. During seven classes utilizing the new National Highway Traffic Safety Administration curriculum, 110 new technicians were certified. Three continuing education courses were offered with 167 technicians working toward recertification. Eleven former technicians were recertified in one renewal course.

Evaluate the effectiveness of Occupant Protection Programs

Objective #5

To determine seat belt and car seat use in Michigan through research and direct observational studies.

Short-Term Activities:

Expand the annual observation studies to include seat belt use for all passengers to support legislative efforts.

Lead Agency: OHSP

Contact Name: Charlotte Kilvington

An inquiry was made but it was not deemed possible to get an accurate observation in the back seat due to window tinting and other barriers. The annual observation study was conducted surrounding the May seat belt mobilization.

On-going Activities:

Continue observational studies bi-annually to determine driver and front seat passenger seat belt use in Michigan.

Lead Agency: OHSP, grant funded research institution

Contact Name: Charlotte Kilvington

Wayne State University Transportation Research Group (WSU-TRG) conducted a direct observation survey of more than 31,000 drivers and passengers and determined Michigan has an overall seat belt use rate of 93.3 percent, a slight increase from the 2013 use rate of 93 percent.

Continue the direct observation CPS and misuse studies.

Lead Agency: OHSP, grant funded research institution

Contact Name: Charlotte Kilvington

Continue to utilize current crash data to gauge seat belt use and injury severity in Michigan as well as populations at higher risk for not using seat belts.

Lead Agency: OHSP, UMTRI

Contact Name: Charlotte Kilvington and UMTRI

Acronyms

AAA	American Automobile Association
CPS	Child Passenger Safety
GTSAC	Governor's Traffic Safety Advisory Commission
MACP	Michigan Association of Chiefs of Police
MDCH	Michigan Department of Community Health
MHHA	Michigan Health and Hospital Association
MSA	Michigan Sheriff's Association
MSP	Michigan Department of State Police
OHSP	Michigan Office of Highway Safety Planning
UMTRI	University of Michigan Transportation Research Institute

The Occupant Protection Action Team consists of members of the following agencies:

American Automobile Association of Michigan
General Motors/On-Star
Governor's Traffic Safety Advisory Commission
Kettering University
Michigan Department of Community Health
Michigan Department of State Police
Michigan Department of Transportation
Michigan Office of Highway Safety Planning
Michigan State University Police Department
Safe Kids Huron Valley/ C.S. Mott Children's Hospital
Safe Kids Greater Flint/Hurley Medical Center
Safe Kids Greater Grand Rapids/ Helen DeVos Children's Hospital
Safe Kids Macomb County
University of Michigan Department of Emergency Medicine
University of Michigan Injury Center
University of Michigan Transportation Research Institute